

CONTRACT



WCCB
1 Television Place
Charlotte, NC 28205
(704)372-1800

And:

National Media Research Planning
815 Slaters Lane
Alexandria, VA 22314

<u>Contract / Revision</u> 131322 /		<u>Alt Order #</u> 07880925
<u>Product</u> NRCC IE 2012		
<u>Contract Dates</u> 10/05/12 - 10/11/12		<u>Estimate #</u> 2602
<u>Advertiser</u> Political Issue NRSC		<u>Original Date / Revision</u> 08/09/12 / 08/09/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WCCB	<u>Account Executive</u> Merideth Radow	<u>Sales Office</u> Washington-Eag
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u> 9914097	<u>Advertiser Code</u> 155	<u>Product Code</u> 426
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
1	WCCB	10/07/12	10/07/12	Panthers Game	Panthers Game		:30			NM	1	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	-----S				1	\$10,000.00			
2	WCCB	10/05/12	10/05/12	Anderson	4p-5p		:30			NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	----F--				2	\$200.00			
3	WCCB	10/08/12	10/11/12	Anderson	4p-5p		:30			NM	8	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	2222---				8	\$200.00			
4	WCCB	10/05/12	10/05/12	Ellen	5p-6p		:30			NM	2	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	----F--				2	\$325.00			
5	WCCB	10/08/12	10/11/12	Ellen	5p-6p		:30			NM	8	\$2,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	2222---				8	\$325.00			
6	WCCB	10/05/12	10/05/12	How I Met Your Mother	630p-7p		:30			NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	----F--				1	\$325.00			
7	WCCB	10/08/12	10/11/12	How I Met Your Mother	630p-7p		:30			NM	4	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	1111---				4	\$325.00			
8	WCCB	10/05/12	10/05/12	Big Bang Theory 7pm	7p-730p		:30			NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	----F--				1	\$550.00			
9	WCCB	10/08/12	10/11/12	Big Bang Theory 7pm	7p-730p		:30			NM	4	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	1111---				4	\$550.00			
10	WCCB	10/05/12	10/05/12	Big Bang Theory 730pm	730p-8p		:30			NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	----F--				1	\$700.00			
11	WCCB	10/08/12	10/11/12	Big Bang Theory 730pm	730p-8p		:30			NM	4	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	1111---				4	\$700.00			

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise added to contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. Station does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Station, whether verbal or written.



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*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Totals Spots Amount	
12	WCCB	10/10/12	10/10/12	X Factor	X Factor		:30			NM	2	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	--W----				2	\$3,000.00			
13	WCCB	10/11/12	10/11/12	X Factor	X Factor		:30			NM	2	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	---T---				2	\$3,500.00			
E 14	WCCB	10/11/12	10/11/12	FOX Prime	9p-10p		:30			NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	---T---				2	\$2,000.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	WCCB	10/08/12-10/14/12	FOX Prime	9p-10p	----Th----	:30		\$2,000.00	NM		
	See MG 14.3,14.4											
	2	WCCB	10/08/12-10/14/12	FOX Prime	9p-10p	----Th----	:30		\$2,000.00	NM		
	See MG 14.3,14.4											
	3	WCCB	10/08/12-10/14/12	FOX Prime	8p-9p	-Tu-----	:30		\$2,000.00	NM		
	Ⓜ	MG for 14.1,14.2										
	4	WCCB	10/08/12-10/14/12	FOX Prime	8p-9p	-Tu-----	:30		\$2,000.00	NM		
	Ⓜ	MG for 14.1,14.2										
15	WCCB	10/05/12	10/05/12	FOX Prime	9p-10p		:30			NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	-----F--				2	\$1,200.00			
Totals											44	\$42,525.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/11/12	44	\$42,525.00	\$36,146.25
Totals	44	\$42,525.00	\$36,146.25

Signature: _____ Date: _____

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